Memorandum from

JAMES ROBERTSON

Harold:

I'm awfully sorry this got buried and just came to light. The memo is self-explanatory.

We can't always do this, and frankly none of us recalls any such agreement - but since I've discovered enough money in one account, we'll do it this time, hoping that maybe we will get a reward in Heaven.

Okay?

How goes the convention plans? God bless you!

Jim
9-22-61

If you should hear about it in 2 or 3 days.

10M-11-59-SX

NATIONAL EDUCATIONAL TELEVISION AND RADIO CENTER

INTER-OFFICE MEMORANDUM

TO: Diedrich Tietjen cc: Harold Hill, NAEB

FROM: Jim Robertson

SUBJECT: TRAVEL EXPENSE FOR ETV WITNESSES

DATE: September 22, 1961

Please make out a check for $667.78 in favor of the National Association of Educational Broadcasters and mail it to Harold Hill at the Washington address noted on the attached letter.

This is our half of the expenses of witnesses in connection with testimony on the Magnuson bill. While we are not aware of any specific committment to share this expense with NAEB, Mr. White and I have elected to go along in view of our desire to cooperate with NAEB in such Washington matters as this.

Since Mr. Hill is receiving a copy of this memo, no cover letter will be needed.

Please charge to amount to account number 3-11-415-95 (Washington office, "meeting expense").

RECEIVED
[illegible]

SEP 25 1961

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

NEW YORK STATE EDUCATIONAL
RADIO AND TELEVISION ASSOCIATION

NYSERTA

SEMI ANNUAL MEETING

Pinebrook Lodge

Upper Saranac, New York

September 15, 16, 17, 1961

Friday, September 15

11:30 am — Arrival of Board and Steering Committee

12:00 — Luncheon

1:00 pm — Business Meeting - Board and Steering Committee

5:00 — Arrival of Membership

6:00 — Dinner; Presentation of the Board of Trustees; Announcements

8:30 — Keynote Address: Kenneth G. Bartlett
Vice President, Syracuse University

Saturday, September 16

8:00 am — Breakfast

9:00 — Members' Report

10:00 — Group Meetings*

A. ADMINISTRATION Street
Leader: Les Martin, Jr., General Manager, WNED
Recorder: J. Michael Collins, Promotion Manager, WNED

B. TECHNICAL McIntyre
Leader: Kenneth DeWire, Engineering Consultant, New York State Education Department
Recorder: William Humphrey, Chief Engineer, Cortland Closed Circuit Television Project

C. PROGRAMING AND PRODUCTION Mercy (down)
Leader: Lee Polk, Producer-Director, Regents Educational Television Project
Recorder: Jack Summerfield, General Manager, WRVR

D. EVALUATION AND RESEARCH Mercy (Up)
Leader: Dr. Loran C. Twyford, Supervisor, Educational Communications, New York State Education Department
Recorder: Mrs. Dorothy Klock, Acting Director of Broadcasting, WNYE

E. SCHOOL BROADCASTING AND THE AUDIO-VISUAL SUPERVISOR White Face
Leader: William C. Rochelle, Director of Audio-Visual Services and Adult Education, Schenectady Public Schools
Recorder: James Close, Coordinator, Suburban Educational Television, Bowmansville

12:00 — Lunch

1:00 pm Project Reports from New York State Division of Educational Communications

Schools	- ~~Howard Burtis,~~ ~~Associate in ETV~~ Ken Dassire
Councils	- C. Fred Kelley, Associate in ETV
Regents	- Lee Polk, Producer-Director, Regents ETV Project
In-School TV Utilization	- Dr. Loran Twyford, Supervisor, Educational Communications, New York State

2:30 Group Meeting Reports

4:15 Committee Meetings

TV Station Activation	- Les Martin, Jr. Herz
Radio Station Activation	- James A. Fellows Whitelaw
Research	- Halas L. Jackim McIntyre
Membership	- James Close Marcy-Up
Program Committee	- Albert P. Fredette Merry-Down

Dossier - Schein

5:30 Dinner

7:00 Reports from:

National Association of Educational Broadcasters	- Harold Hill, Administrative Vice-President
National Educational Television and Radio Center	- Paul Owen, Director Stations Relations
Federal Communications Commission - New York City - UHF	- Seymour Siegel, Director, Radio Communications, City of New York
Eastern Educational Network	- Michael J. Ambrosino, Executive Director
Educational Radio Network	- Jack Summerfield, Vice Chairman for Program

Sunday, September 17

8:00 am Breakfast

9:30 Business Meeting - Board, Steering Committee and Membership

Resolutions
Committee Reports
Selections of Time and Place for Spring Meeting
Other Business

12:00 Lunch - Adjournment

PROGRAM COMMITTEE

Albert P. Fredette, Chairman
Station Manager, WAMC
Albany Medical College

James A. Fellows, Executive Secretary
Empire State FM School of the Air

Donald E. Schein, Manager
Mohawk-Hudson Council on Educational Television

. . . . . .

* Note: In an effort to help solve some of the problems facing members of NYSERTA, five discussion groups will run concurrently.

Discussion leaders and recorders, and individuals involved in the general subject area, have been assigned to each group.

Group discussion, under the guidance of the discussion leader, will be conducted in an informal manner so that any subject under the general heading may be discussed.

If you have problems in any of the general areas, please come prepared to pose them to the group. Perhaps more important, if you have found solutions to problems, which may be of assistance to members, please plan to present them also.

So that this type of discussion will be beneficial to all, the recorders will take notes during the group meetings and prepare reports for the 2:30 p.m. general session.

Suggested items for discussion by the various groups are as follows:

A. Administration: Fund Raising; Promotion; Council Station Development; Teacher Residual Rights; Liaison with School Systems

B. Technical: Microwave; Image Orthicon vs. Vidicon; FM Multiplexing; Radio and TV Antenna Problems; Establishment of New Facilities; Provision for Expansion

C. Programing and Production: Defining the Audience; Assisting TV Teachers; Local Program Types; Religious Programs; Program for Adult Audience

D. Evaluation and Research: Radio and TV Utilization in the Classroom; Audience Measurement for Radio and TV; National Defense Education Act

E. In-School TV and the Audio-Visual Supervisor: Problems facing the Audio-Visual Specialist moving into ETV

These are suggested topics. If you have additional ones, bring them along.

FILE - NYSERTA

NEW YORK STATE EDUCATIONAL
RADIO AND TELEVISION ASSOCIATION

NYSERTA

SEMI ANNUAL MEETING

Thruway Motel

Washington Avenue

Albany, New York

September 26, 27, 28, 1962

WEDNESDAY, SEPTEMBER 26

11:30 am	Arrival of Board and Steering Committee
12:00	Luncheon - Crown Room
1:00 pm	Business Meeting - Board and Steering Committee - Crown Room
3:30	Registration - Lobby
5:30	Reception - Executive Room (Courtesy of Television Stations WRGB, WTEN and WAST)
6:30	Dinner - Executive Room
8:30	Keynote Address: Dr. Ewald B. Nyquist, Deputy Commissioner, New York State Education Department, "New York's Cup of TV, or Time's Winged Chariot."

THURSDAY, SEPTEMBER 27

9:00 am	Reports from representatives of organizational members - Terrace Room
10:15	Coffee Break - Terrace Room
10:30	Business Meeting - Terrace Room
12:30 pm	Luncheon - Imperial Room Guest Speaker: Dr. John W. Bystrom, Assistant to the Secretary of Health, Education and Welfare, "Federal ETV Legislation."
2:00	Educational Radio Networking - Terrace Room Donald Quayle, Director of Radio Services, National Educational Television and Radio Center.
3:15	Educational Television Networking - Terrace Room

Lee Franks, Assistant Director, Stations Relations, National Educational Television and Radio Center.

5:30 Reception - Executive Room
(Courtesy of Television Stations WRGB, WTEN, and WAST)

6:30 Dinner Meeting - Executive Room
Daniel E. Button, Executive Editor, Albany Times Union,
"A Newsman's Expectations from ETV."

FRIDAY, SEPTEMBER 28

9:00 am Committee Meetings - Locations to be announced.

12:00 Luncheon Symposium - Imperial Room
"Educational Communications, the Next Ten Years."
Moderator: Jack Summerfield, Manager, Riverside Radio, WRVR, New York, N. Y.
Participants: Patrick J. Callihan, Executive Assistant for Network Affairs, National Educational Television and Radio Center; William Harley, President of the National Association of Educational Broadcasters; Dr. Thomas Pollock, Dean of the Washington Square College of Arts and Sciences.

3:00 Adjournment

PROGRAM COMMITTEE

Co-Chairmen

Albert P. Fredette
Station Manager, WAMC
Albany Medical College

Donald E. Schein
Manager, WMHT

NEW YORK STATE
EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

* * *

Officers

Donald E. Schein, President
Manager, WMHT-TV

Les Martin, Jr., Vice President
General Manager, WNED-TV

Coy Ludwig, Acting Secretary
Acting Executive Secretary, FM School of the Air

Jack Summerfield, Treasurer
General Manager, WRVR-FM

Board of Trustees

Franklyn S. Barry
Dr. Kenneth G. Bartlett
Kenneth E. Buhrmaster
Donley E. Feddersen
Rt. Rev. Msgr. Timothy J. Flynn
Very Rev. Msgr. Leo Hammerl
McCrea Hazlett
Dr. Joseph Manch
Dr. Robert E. Murray
Caleb Paine
Dr. Thomas Clark Pollock
Gene Robb
Donald E. Schein
Dr. Robert L. Springer
Dr. Donald M. Tower

WMHT
CHANNEL 17

PLEASE ADDRESS
P.O. BOX 17

riverside school, front street schenectady 5, new york fr 7-8517

October 11, 1962

Mr. Harold Hill
Vice-President
NAEB
1346 Connecticut Ave.
Washington 6, D. C.

Dear Harold:

It has taken me all this time to get over the NYSERTA Meeting, and find a few moments to thank you for the major contribution which you made to it. Just your being there was enough as far as I'm concerned. But, the comments and suggestions that you made, both privately and during the meetings themselves, were a tremendous asset; all the more so because having you there provided the kind of recognition of NYSERTA that we could not get any other way.

It was great fun having you over to visit us even briefly at home, seeing our station, and going out to dinner. I never cease to be amazed at the endless amount of energy you have. Al and I discussed this afterward. It took us a day to wake up after the merry chase you led us following our trip to Schoharie. I just wish that Bunny and I could be at the Philadelphia meeting to do a little more of the same. But, of course, Bunny is working, and I have to attend the Affiliates Meeting the three days preceding the NAEB Meeting, which would mean that I would be out of the office all that week. I will, however, try to get down to Philadelphia for at least one of the days. I wish you great success with the Philadelphia meeting.

If Dan Button does not send you a copy of the speech for the journal, please let me know and I will remind him that he offered to do it.

Our NYSERTA Meeting was greatly enhanced by having Vern Bronson and Bill Harley. I am sure that those people who are not members of the NAEB or do not know very much about NAEB are certainly much more aware of the value of the national organization when they see in person the fine caliber of leadership it has.

I hope we can get together again soon.

Sincerely,

Dm

Donald E. Schein
Manager

DES:ft

FILE - NYSERTA

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Radio-Television Center Syracuse University

Syracuse 10, New York

March 26, 1963

MEMORANDUM

To: N.Y.S.E.R.T.A. Members

WE THOUGHT YOU MIGHT BE INTERESTED IN NOTING THE FOLLOWING ADDITIONS TO YOUR SCHEDULE FOR THE N.Y.S.E.R.T.A. SPRING MEETING:

1) The three commercial television stations of Syracuse, WHEN, WNYS, and WSYR, will be hosts at a reception for N.Y.S.E.R.T.A. members at the Hotel Syracuse Country House at 7 o'clock on the evening of Thursday, April 4.

2) N.Y.S.E.R.T.A. members interested in production will be given an opportunity to view programs produced by the various ETV stations and production centers across the state. WSYR-TV has invited those people attending the Spring Meeting to a special showing of these taped educational programs at 7:30 p.m. on Friday, April 5, at the WSYR Television Center.

If you are planning to attend the meeting, but have not yet registered, please do so at your earliest convenience.

We look forward to seeing you in Syracuse on April 4, 5 and 6.

Sincerely,

The Program Committee

FILE- NYSERTA

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Radio-Television Center Syracuse University

Syracuse 10, New York

MEMORANDUM

To: Members of NYSERTA April 23, 1963

As an individual member of N.Y.S.E.R.T.A. you will be interested in knowing that the fiscal year for N.Y.S.E.R.T.A. has been agreed to by the Executive Committee as running from June to June.

Although we were not fortunate enough to see you at the recent N.Y.S.E.R.T.A. meeting at the Syracuse Country House, we presumed your continuing interest in the organization and for that reason we enclose a membership blank for the current year.

All of us in the organization sense a renewed vigor and purpose, and we will look forward to your continued support.

Very sincerely,

Ruane B. Hill, Chairman
Membership Committee

RBH:sc

Enclosures

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

ATTENDANCE ROSTER FOR APRIL, 1963, SEMI-ANNUAL MEETING
at Syracuse, New York

1.	Baldwin, Richard	St. Lawrence University, Canton, New York
2.	Berger, J.A.	Chief Engineer, WAMC, Albany Medical College, Albany 8, New York
3.	Campion, Lee E.	Director, Division of Educational Communications, The University of the State of New York, The State Education Department, Albany 1, New York
4.	Cherubini, Anthony	Program Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
5.	Cleveland, Gerald A.	Assistant Superintendent of Schools--Curriculum and Elementary Education, Board of Education, 409 West Genesee Street, Syracuse 4, New York
6.	Collins, J. Michael	Assistant Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
7.	Donovan, Joan	St. Lawrence University, Canton, New York
8.	End, Jack	Associate Director of Radio-Television, University of Buffalo, Buffalo, New York
9.	Fellows, James A.	Assistant Director, Office of Research and Development, National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington 6, D.C.
10.	Frank. Jack	State University College, Brockport, New York
11.	Fredette, Albert P.	Station Manager, WAMC, Albany Medical College, Albany, New York
12.	Germann, Fred L.	WNED-TV, Hotel Lafayette, Buffalo, New York
13.	Gregory, Worthington	Educational Communications Division, the State Education Department, Albany 1, New York
14.	Hill, Ruane B.	Manager, Station WAER, Radio-Television Center, Syracuse University, Syracuse 10, New York
15.	Humphrey, William	Educational Communications Division, The State Education Department, Albany 1, New York
16.	Ingold, Jr., Frederick	New York Telephone Company, 158 State Street, Albany, New York

17.	Jackim, Halas L.	ETV Project Director, Office of ETV, 291 East First Street, Corning, New York
18.	Jones, Richard A.	Director, St. Lawrence Valley ETV Council, Academy Street School, Watertown, New York
19.	Kerrihard, Bowan	St. Lawrence University, Canton, New York
20.	Kleinman, Lou	WNYE, 20 Fort Greene Place, Brooklyn 17, N.Y.
21.	Loughlin, Gerald	Audio-Visual Center, Beechor School, Elmira, New York
22.	Ludwig, Coy L.	Executive Secretary, Empire State FM School of the Air, Syracuse University, Syracuse 10, New York
23.	Martin, Jr., Les	General Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
24.	Mastroianni, George A.	Graduate Assistant, Syracuse University, 121 College Place, Syracuse 10, New York
25.	Millard, William L.	Box 125, Poestenkill, New York
26.	Moesch, Gertrude	Department of Education, Diocese of Buffalo, 35 Niagara Square, Buffalo 2, New York
27.	Morrison, Philip R.	Assistant Director, Audiovisual Center, Syracuse University, 121 College Place, Syracuse 10, New York
28.	Moy, Edward	Audiovisual Center, Boynton Junior High School, Ithaca, New York
29.	Oxhandler, Eugene	Associate Director for Research, Audiovisual Center, Syracuse University, Syracuse 10, N.Y.
30.	Parlato, Salvatore	Encyclopaedia Britannica Films, 695 Delaware Avenue, Buffalo 9, New York
31.	Porter, John S.	Executive Director, Rochester Area ETV Association, 410 Alexander Street, Rochester 7, New York
32.	Reed, Paul C.	Director, Department of Instructional Materials, Board of Education, 13 Fitzhugh Street South, Rochester 14, New York
33.	Reiner, Lawrence O.	Chairman, Radio-Television Department, St. Lawrence University, Canton, New York

34.	Rogers, Sterling E.	Audiovisual Center, 121 College Place, Syracuse University, Syracuse 10, New York
35.	Schein, Donald E.	Manager, WMHT, Riverside School, Front Street, Schenectady, New York
36.	Soergel, John W.	Technical Director, Television-Radio Center, Syracuse University, Syracuse 10, New York
37.	Smagorinsky, Melvin	State University College, Brockport, New York
38.	Stypowany, William	Audio-Visual Director, Lackawanna Public Schools, Lackawanna, New York
39.	Summerfield, Jack D.	General Manager, WRVR, 490 Riverside Drive, New York 27, New York
40.	Twyford, Loran	Consultant in Educational Communications, State Education Department, Albany 1, New York
41.	Van Kirk, George M.	Audio-Visual Director, Board of Cooperative Education Services, 464 Sayre Street, Horseheads, New York

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

BOARD OF TRUSTEES

1963-1964

Dr. Franklyn S. Barry	Superintendent of Schools, Board of Education, 409 West Genesee Street, Syracuse 10, New York
Dr. Kenneth G. Bartlett	Vice President, Syracuse University, Syracuse 10, New York
Dr. Gerald A. Cleveland	Assistant Superintendent of Schools--Curriculum and Elementary Education, Board of Education, 409 West Genesee Street, Syracuse 4, New York
Dr. Lee E. Campion	Director, Division of Educational Communications, University of the State of New York, The State Education Department, Albany 1, New York
Very Rev. Msgr. Leo Hammerl	Superintendent of Schools, Diocese of Buffalo, 35 Niagara Square, Buffalo, New York
Mr. Richard A. Jones	Director, St. Lawrence Valley ETV Council, Academy Street School, Watertown, New York
Mr. Lou Kleinman	WNYE, 29 Fort Greene Place, Brooklyn 17, New York
Mr. Coy L. Ludwig	Executive Secretary, Empire State FM School of the Air, Syracuse University, Syracuse 10, New York
Dr. Joseph L. Manch	Superintendent of Schools, Board of Education, City Hall, Buffalo 2, New York
Mr. Les Martin, Jr.	General Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
Mr. William L. Millard	Box 125,Poestenkill, New York
Dr. Robert E. Murray	Superintendent of Schools, Schenectady, New York
Mr. Caleb Paine	Director, Public Service Programs, WGY-WRGB-WGFM, 1400 Balltown Road, Schenectady 9, New York
Dr. Thomas C. Pollock	7 Washington Square, New York 3, New York
Mr. Paul C. Reed	Director, Department of Instructional Materials, Board of Education, 13 Fitzhugh Street South, Rochester 14, New York
Mr. Gene Robb	Publisher, Capital Newspapers, Albany, New York

Mr. Donald E. Schein	Manager, WMHT, Riverside School, Front Street, Schenectady, New York
Dr. Robert L. Springer	Superintendent of Schools, City School District, 13 Fitzhugh Street South, Rochester 14, New York
Mr. Jack D. Summerfield	General Manager, WRVR, 490 Riverside Drive, New York 27, New York
Dr. Loran Twyford	Consultant in Educational Communications, State Education Department, Albany 1, New York

TRUSTEES-AT-LARGE

Mr. James A. Fellows	Assistant Director, Office of Research and Development, National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington 6, D. C.

Officers of the Organization are automatically members of the Board of Trustees.

PRESIDENT

Dr. Halas L. Jackim	ETV Project Director, Office of ETV, 291 East First Street, Corning, New York

VICE-PRESIDENT

Mr. Albert P. Fredette	Station Manager, WAMC, Albany Medical College, Albany, New York

SECRETARY

Mr. John S. Porter	Executive Director, Rochester Area ETV Association, Inc., 410 Alexander Street, Rochester 7, New York

TREASURER

Mr. J. Michael Collins	Assistant Manager, WNED-TV, Hotel Lafayett, Buffalo, New York

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

The minutes of the GENERAL MEETING of the New York State Educational Radio and Television Association meeting in the Westerner Room of the Hotel Syracuse Country House, Syracuse, New York, at 3:30 p.m., Friday, April 5, 1963.

President Schein called the meeting to order.

APPROVAL OF MINUTES

The minutes of the September, 1962, meeting were approved as distributed.

TREASURER'S REPORT

See Attached

ELECTION OF OFFICERS

Mr. Schein presented a slate of officers which had been drawn up by the Nominating Committee. The members present unanimously elected this slate as officers for 1963-1964.

President	Halas Jackim
Vice-President	Albert P. Fredette
Secretary	John S. Porter
Treasurer	J. Michael Collins

ELECTION OF TRUSTEES

The President pointed out that the one-year terms of the following members of the Board of Trustees expired with the Spring meeting:

Kenneth E. Buhrmaster
Donley E. Feddersen
Rt. Rev. Msgr. Timothy J. Flynn
McCrea Hazlett
Harry W. Porter
Donald M. Tower

The following people were elected to three-year terms on the Board to replace those members whose terms had expired:

Richard A. Jones
Coy L. Ludwig
Les Martin, Jr.
William Millard
Jack Summerfield
Loran Twyford

Also elected to three-year terms on the Board of Trustees were:

Lee E. Campion
Lou Kleinman
Paul C. Reed

James A. Fellows was elected to a three year term as Trustee-at-Large.

EDUCATIONAL RESEARCH AND COMMUNICATIONS CONVOCATION

The President announced that N.Y.S.E.R.T.A. would cooperate with the State Education Department's Educational Research and Communications Convocation being held in Albany during the week of November 18-22. N.Y.S.E.R.T.A. will participate in the program on Thursday, November 21. Details will be worked out at a later date.

FALL MEETING

There was a great deal of discussion concerning the location of the Fall meeting. Pinebrook Lodge was suggested as the site of the meeting, but several members felt it was inconvenient and that some people might have difficulty with transportation if the meeting were held there. It was pointed out, however, that one of N.Y.S.E.R.T.A.'s most successful meetings had been held at Pinebrook in September, 1961.

It was finally decided that the Fall meeting would be held at Pinebrook Lodge, Upper Saranac Lake, on September 12, 13, and 14.

John Porter was appointed Program Chairman for the Fall meeting.

COMMITTEE CHAIRMEN

Al Fredette was appointed Chairman of the RADIO STATION ACTIVATION Committee to replace Jim Fellows who has moved out of the State.

The President asked the following Committee Chairmen to continue in their present positions for another year:

DOSSIER COMMITTEE - Donald Schein, Chairman
TV STATION ACTIVATION COMMITTEE - John Porter, Chairman
MEMBERSHIP COMMITTEE - Ruane Hill, Chairman
RESEARCH COMMITTEE - Loran Twyford, Chairman
ENGINEERING COMMITTEE - John Soergel, Chairman
CLOSED CIRCUIT TELEVISION COMMITTEE - William Millard, Chairman
LEGISLATIVE COMMITTEE - Les Martin, Jr., Chairman

LEGISLATIVE COMMITTEE

Dr. William Rock, Al Fredette, Donald Schein, and William Millard were reappointed to membership on the Legislative Committee.

EXECUTIVE DIRECTOR

Mr. Schein stated that it was not possible at the present time to secure the services of an Executive Director for N.Y.S.E.R.T.A. but that an attempt would be made to hire a part-time Executive Secretary. A proposal is to be presented by the N.Y.S.E.R.T.A. President to the Steering Committee of the Empire State FM School of the Air on Monday, April 15, seeking their support and cooperation in allowing Coy Ludwig, Acting Executive Secretary of the School of the Air, to serve as part-time Executive Secretary for N.Y.S.E.R.T.A.

If this proposal is approved by the School of the Air Steering Committee, a permanent N.Y.S.E.R.T.A. office will be set up at the School of the Air headquarters at Syracuse University.

The meeting was adjourned at 4:45 p.m.

The meeting was called to order at 9:45 a.m. on Saturday, April 6, by President Schein.

COMMITTEE REPORTS

See Attached

RESOLUTIONS AND RECOMMENDATIONS

As an outgrowth of the Committee Reports several resolutions and recommendations were proposed.

The Television Station Activation Committee recommended the following two resolutions which were passed by the members present:

A. "RESOLVED, that the President of the New York State Educational Radio and Television Association, in cooperation with the Commissioner of Education of New York State, invite community leaders, legislators and other interested people from key areas in New York State to attend an informational meeting, at which time the State plans for educational television and other aspects of educational television might be explained by a high level representative from the New York State Government."

The President allocated to Les Martin, Jr., Chairman of the Legislative Committee, the responsibility of executing Resolution "A".

B. "RESOLVED, that NYSERTA begin a survey of various councils and institutions regarding personnel, budget, legal composition, programing, and any other information which might prove to be of value to individual members of the association and those individuals or groups making plans to begin work in educational television broadcasting."

It was recommended by the incoming Treasurer that the fees for Organizational Memberships be raised from $25 to $35 for 1963-1964. The group approved this recommendation.

The meeting was adjourned at 11:40 a.m.

Respectfully submitted,

Coy L. Ludwig
Acting Secretary

CLL:sc

Enclosures

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

TREASURER'S REPORT

As of April 5, 1963

MANUFACTURERS AND TRADERS TRUST COMPANY ACCOUNT.

Balance as of March 29, 1963	$ 677.30
NYSERTA Contingencies Cash account, on hand, The Riverside Church	58.93
	$ 736.23
Reimbursement for Association's expenses paid WMHT March 30, 1963	114.15
Balance on hand April 1, 1963	$ 622.08
Cash and Registration receipts on hand as of April 5, 1963	379.25
	$1001.33
Legal service and filing fee due and payable for Incorporation	125.00
Balance as of April 5, 1963	$ 876.33

Jack D. Summerfield
Treasurer, N.Y.S.E.R.T.A.

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Report of the Television Station Activation Committee

April 5, 1963

1. Statewide meeting of community leaders: The committee recommends the following Resolution for consideration by the general membership:

> "RESOLVED, that the President of the New York State Educational Radio and Television Association, in cooperation with the Commissioner of Education of New York State, invite community leaders, legislators and other interested people from key areas in New York State to attend an informational meeting, at which time the State plans for educational television and other aspects of educational television might be explained by a high level representative from the New York State Government."

2. Survey of local institutions and councils engaged in educational television:

The Committee recommends a survey of all stations, councils, institutions of higher learning and any other educational television agency, in order that those who are planning to activate a station, institute or form a council, or produce programs over local commercial stations might have specific information available concerning other operations in the State.

The survey will be duplicated by the State Education Department of New York under the sponsorship of N.Y.S.E.R.T.A. It will be distributed to anyone in the State who requests such information from an existing council or station or from the State Education Department.

The survey will include: The kinds, types and sources of educational television programs produced and broadcast in New York State; staffing; operating budget analysis; initial and present capital outlay; composition of Board of Trustees; program and finance committee structure and function; and brief narrative history of the organization.

In accordance with the above, the Television Station Activation Committee recommends that the general membership vote the following Resolution:

> "RESOLVED, that NYSERTA begin a survey of various councils and institutions regarding personnel, budget, legal composition, programing, and any other information which might prove to be of value to individual members of the association and those individuals or groups making plans to begin work in educational television broadcasting."

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Report of the Closed Circuit Television Committee

April 5, 1963

The closed circuit committee met in two sessions to map out a plan for the coming year. Discussion focused upon the purpose of the committee and the services which should be performed.

The following basic areas of activity were identified for committee action during the coming year:

1. Conduct a survey to identify and describe existing educational CCTV installations in the public, private, and industrial or business institutions in the State.

A sub-committee consisting of Bill Humphrey, Fred Ingold, Jack Frank, and Bill Millard was appointed to conduct the study.

The committee will collect, analyze, and disseminate the information to the membership. It is anticipated that the availability of this resource will facilitate the exchange of information on closed circuit operations between institutions already using CCTV and those who wish to install and operate CCTV systems.

2. A clearing center for the collection and dissemination of information on CCTV of value to the membership has been established. Mr. Jerry Loughlin of the Audio-Visual Center at Elmira, New York, was appointed to head up this effort. The membership is invited to feed information to Mr. Loughlin for processing as a regular column in the NYSERTA Newsletter or in some instances as special reports.

3. Special CCTV programs to be presented at the semi-annual meeting of NYSERTA will be planned in cooperation with the Program Committee.

4. A potential membership list will be compiled under the direction of George Van Kirk of Horseheads. Mr. Van Kirk will work with the Membership Committee in this matter.

The committee welcomes any suggestions regarding projects or services which would provide further CCTV information useful to the membership.

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Report of the Research Committee

April 5, 1963

The committee reviewed the preliminary reports of television research conducted of broadcast television in New York City by the Bureau of Applied Social Research under contract to the State Education Department and in Buffalo by the staff of WNED-TV in cooperation with the area educational television coordinators. The audiences for each open circuit installation were found to be increasing; the programs were said to be improving in quality and school administrators were largely in favor of the success of the programs.

A shortage of television sets still remains an important obstacle to greater television utilization. School administrators appeared to be willing to adjust school bell schedules to accommodate good television programs. Driver education programs in both cities did not obtain expected viewers. An increase in recording of better prepared programs was recommended.

The committee will attempt to have reports of those research studies and ones conducted at Syracuse and Brockport reported at the November Research and Communications Convocation being organized by the State Education Department in cooperation with State research, audio-visual, radio and television organizations.

Larry Myers reported on a study he has underway to determine desirable traits to be found in television teachers. Mel Smagorinski reported on his doctoral dissertation which deals with the effectiveness of talkback in television instruction.

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Report of the Engineering Committee

April 5, 1963

The N.Y.S.E.R.T.A. Engineering Committee was organized to advise educational organizations on technical matters relating to radio, open circuit television, and CCTV. Currently this committee is conversant on station inter-connection, signal relay, networking, facility and test equipment recommendations, and technical aspects of applications.

The committee will be patterned after the N.A.B. Committee and will not go into competition with commercial consulting firms. A placement service for technical personnel will not be a function of this Committee.

It is hoped that this committee will be of assistance to the other N.Y.S.E.R.T.A. Committees.

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Report of the Membership Committee

April 5, 1963

I. 1. Fifty-three paid Individual Members. (See attached)

2. Three organizational members

II. Recommendations:

1. Bill sixty former members (dating to 1961)

2. Bill fifty-six organizations for $35 membership

3. Consider membership solicitation for industrial members ($50-?)

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

INDIVIDUAL MEMBERSHIP ROSTER

As Of April 18, 1963

1.	Bailey, Catherine M.	Supervisor of Audio-Visual Instruction, City School District, 1950 Burdett Avenue, Troy, NY
2.	Berg, Esther L.	Chairman, Audio-Visual Section, New York Society for Experimental Study of Education, 25 Central Park West, New York 23, New York
3.	Berger, J. A.	Chief Engineer, WAMC, Albany Medical College, Albany 8, New York
4.	Breitenfeld, Frederick	Assistant Dean of Summer Sessions, Syracuse University, Syracuse 10, New York
5.	Brill, Jay	Television Manager, Plainedge School System, Plainedge High School, Massapequa, New York
6.	Brophy, Thomas J.	Office of Radio-Television, New York University, Washington Square, New York 3, New York
7.	Campion, Lee E.	Director, Division of Educational Communications, The University of the State of New York, The State Education Department, Albany 1, New York
8.	Casson, Jeanneanne	Specialist, Television and Radio, Audiovisual Education Communications, Central Offices, 409 West Genesee Street, Syracuse 4, New York
9.	Cherubini, Anthony	Program Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
10.	Cleveland, Gerald A.	Assistant Superintendent of Schools--Curriculum and Elementary Education, Board of Education, 409 West Genesee Street, Syracuse 4, New York
11.	Colborn, Douglas S.	Office of ETV, Corning City School District, 291 East First Street, Corning, New York
12.	Collins, J. Michael	Assistant Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
13.	Ely, Donald P.	Director, Audiovisual Center, Syracuse University, 121 College Place, Syracuse 10, NY
14.	End, Jack	Associate Director of Radio-Television, University of Buffalo, Buffalo, New York

15.	Evans, Alfred L.	Industrial Arts Teacher, East High School, 1801 Main Street East, Rochester 9, New York
16.	Feddersen, Donley F.	Director of Television Programing, National Educational Television and Radio Center, 10 Columbus Circle, New York 19, New York
17.	Feit, Stephen J.	Audio-Visual Consultant, Union Free School District #30, Clearstream Avenue School, Valley Stream, New York
18.	Fellows, James A.	Assistant Director, Office of Research and Development, National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington 6, D. C.
19.	Frank, Jack	State University College, Brockport, New York
20.	Fredette, Albert P.	Station Manager, WAMC, Albany Medical College, Albany, New York
21.	Germann, Fred L.	WNED-TV, Hotel Lafayette, Buffalo, New York
22.	Green, Burt E.	Director, Audio-Visual Education and Service, Board of Co-op Services, Lyons Fall[illegible], N.Y.
23.	Gregory, Worthington	Educational Communications Division, The State Education Department, Albany 1, New York
24.	Hazlett, McCrea	Provost, University of Rochester, Rochester 20, New York
25.	Headley, Jr., George W.	Director, Audio Visual Service Department, Hofstra College, Hempstead, L.I., New York
26.	Hill, Ruane B.	Manager, Station WAER, Radio-Television Center, Syracuse University, Syracuse 10, New York
27.	Humphrey, William	Educational Communications Division, The State Education Department, Albany 1, New York
28.	Ingold, Jr., Frederick	New York Telephone Company, 158 State Street, Albany, New York
29.	Jackim, Halas L.	ETV Project Director, Office of ETV, 291 East First Street, Corning, New York
30.	Jones, Richard A.	Director, St. Lawrence Valley ETV Council, Academy Street School, Watertown, New York
31.	Kleinman, Lou	WNYE, 29 Fort Greene Place, Brooklyn 17, N.Y.

32. Larner, Vera S.	Producer-Director Closed Circuit Television and Teacher of Television and Radio Production, 349 Lakeville Road, Great Neck, New York
33. Lind, Martin W.	Audio Visual Director, 70 Greenwich Street, Hempstead, New York
34. Loughlin, Gerald	Audio-Visual Center, Beechor School, Elmira, New York
35. Ludwig, Coy L.	Executive Secretary, Empire State FM School of the Air, Syracuse University, Syracuse 10, New York
36. Martin, Jr., Les	General Manager, WNED-TV, Hotel Lafayette, Buffalo, New York
37. Mastroianni, George A.	Graduate Assistant, Syracuse University, 121 College Place, Syracuse 10, New York
38. Millard, William L.	Box 125, Poestenkill, New York
39. Moesch, Gertrude	Department of Education, Diocese of Buffalo, 35 Niagara Square, Buffalo 2, New York
40. Morrison, Philip R.	Assistant Director, Audiovisual Center, Syracuse University, 121 College Place, Syracuse 10, New York
41. Moy, Edward	Audiovisual Center, Boynton Junior High School, Ithaca, New York
42. Paine, Caleb	Director, Public Service Programs, WGY-WRGB-WGFM, 1400 Balltown Road, Schenectady 9, N.Y.
43. Porter, John S.	Executive Director, Rochester Area ETV Association, Inc., 410 Alexander Street, Rochester 7, New York
44. Reed, Paul C.	Director, Department of Instructional Materials, Board of Education, 13 Fitzhugh Street, South, Rochester 14, New York
45. Reiner, Lawrence O.	Chairman, Radio-Television Department, St. Lawrence University, Canton, New York
46. Schein, Donald E.	Manager, WMHT, Riverside School, Front Street, Schenectady, New York
47. Soergel, John W.	Technical Director, Television-Radio Center, Syracuse University, Syracuse 10, New York

48.	Smagorinsky, Melvin	State University College, Brockport, New York
49.	Stypowany, William	Audio-Visual Director, Lackawanna Public Schools, Lackawanna, New York
50.	Summerfield, Jack D.	General Manager, WRVR, 490 Riverside Drive, New York 27, New York
51.	Twyford, Loran	Consultant in Educational Communications, State Education Department, Albany, New York
52.	Van Kirk, George M.	Audio-Visual Director, Board of Cooperative Education Services, 464 Sayre Street, Horseheads, New York
53.	Witt, Paul W. F.	Professor of Education, Teachers College, Columbia University, 525 West 120 Street, New York 27, New York

File

N.Y.S.E.R.T.A.

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

PRESIDENT'S NEWSLETTER

ISSUED ON OCCASION

FEB. 1964

FREE GIFT TO MEMBERS!

MLM Please file for HEW

Have you ever received more than you have put into an organization? It may sound impossible, but then NYSERTA isn't the ordinary "run of the mill" organization.

Through the generous cooperation of the Adler Educational Systems, a division of Litton, Inc. (formerly Adler Electronics, Inc., developers of the 2500 megacycle system of TV distribution), we are able to give our members an outstanding instructional television book which usually sells for about $5.00 in bookstores.

One copy of Educational Television Guidebook, by Philip Lewis, will be given, at no cost, to every NYSERTA member requesting it. To receive this highly acclaimed book, which is worth more than two times your membership dues, make a written request (post card will do) to Mr. Stanley P. Lapin, Director, Adler Educational Systems Division, Litton Systems, Inc., New Rochelle, New York. This offer is restricted to NYSERTA members in good standing as of February 1, 1964.

* *

THE LEGISLATIVE SCENE

Legislative Seminar - The State Education Department will hold a legislative seminar concerning educational television on February 18th. Commissioner Lee of the FCC will compare TV developments in this state with those around the nation, while members of the Department will attempt to show our law-makers the need for greater future appropriations in this field.

Increased TV Aid Now Up to State Legislators - State Aid to schools under the Local Assistance Program may take a $200,000 jump if the request formulated by the Education Department and approved by the Governor is passed by the Legislature. This package of $8000,000 would be used to assist closed circuit systems, 2500 megacycle users and the TV broadcast activities of the New York City Schools.

Councils will also gain if the budget submitted by the Governor is passed by the Legislature. An increase of $100,000 is requested for Councils and technology, bringing that sum up to $700,000.

Every member should make an effort to acquaint his legislators with the need for these funds. This is important if television is to move forward.

NEWS AROUND THE STATE

New York City Higher Education and TV - A feasibility study concerning the linking of eighteen institutions of higher learning by television in New York City provides some exciting reading. For more information, contact Dr. Bernarr Cooper, State Education Department.

ETV to Help Teacher Education at Oswego - The State University College at Oswego has submitted a comprehensive TV plan to State University officials. The plan includes a request for TV equipment to be used in the new Oswego Campus School Studio, as well as portable cameras, and a portable VTR. Any person interested in further details may contact Dr. Halas Jackim or Mr. Lewis O'Donnel, State University College, Oswego, New York.

N.Y.C. THIS JUNE - SPRING MEETING

New York City in June - Start making your plans for attending our annual meeting. An outstanding program will be offered. The meeting will take place during the early part of June, in New York City. You will receive more information regarding the exact details and place.

PERSONNEL

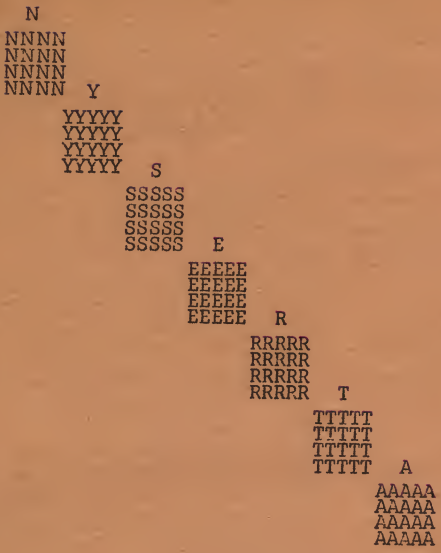
Lloyd Kaiser - Mr. Kaiser has left his position with the Rochester schools to take over the direction of a new ETV station currently being built in Pennsylvania.

Wanted - Combination TV project administrator and AV director; good job for right person. Apply to: Dr. Wheaton, Corning City School District
291 East First Street
Corning, New York

If you are seeking a position or an employee, please send the information to your president for insertion in a future NEWSLETTER.

Hal Jackim
214 Ellen Street
Oswego, New York

FILE-NYSERTA



PROGRAM

Spring Meeting
New York City
June 11-13,1964

Park Crescent Hotel
Riverside Drive and West 87th St.

Thursday, June 11th -

12 Noon - Board of Trustees and Officers LUNCHEON MEETING, Park Crescent Hotel
3:00- 7:00 pm - REGISTRATION
5:00- 7:00 pm - DINNER ON YOUR OWN
7:00- 8:30 pm - NYSERTA RECEPTION - Crescent Room, Park Crescent Hotel
8:30 pm - KEYNOTE SESSION - Chairman: Hal Jackim, President, NYSERTA
Speaker: John Culkin, S. J., Communications Arts Department, Fordham University. Topic: "Teaching in A Post Literate World"

Friday, June 12th -

9:00 pm - COFFEE AND DONUTS - Crescent Room
9:30-11:30 am - FIRST GENERAL SESSION - "Some Outstanding Accomplishments in Closed Circuit Television"
Chairman: Raymond W. Graf, Division of Educational Communications, State Education Department, Albany
Speakers: William L. Millard, Asst. Director, Office of Institutional Research, Rensselaer Polytechnic Inst., Troy
Dalton Levy, Director of Educational Television, Plainedge Public Schools, Bethpage, Long Island
Irving Settel, Director, Telecommunications Center, Pace College, New York City
11:30-12 Noon - "Channel 13 and the New Community Look" - Lee Polk, Executive Producer, Channel 13 WNDT, NYC
12:30- 2:00 pm - LUNCHEON - Tip Toe Inn, 86th Street and Broadway - "Educational Communications ---A Profession?"
Chairman: Lou Kleinman, Station WNYE, New York Board of Education, New York City
Speaker: Harold E. Hill, Vice President, National Association of Educational Broadcasters, Washington, D.C.
Topic: "THE 4TH R"
2:30 pm - SECOND GENERAL SESSION - "Communications in Education During the Next Ten Years"
Chairman: Jack D. Summerfield, General Manager, WRVR, New York City
Speaker: Jerrold Sandler, Director, Educational Communications System, NAEB, Washington, D.C. Topic: "The Future of Educational Networking"
Reactor: Dr. Bernarr Cooper, Chief, Bureau of Mass Communications, State Education Department, Albany
Speaker: Dr. Bernard Friedman, Principal, La Guardia School, the Demonstration-Research School for City College, New York City. Topic: "As A Principal Sees It"
4:30 pm - BUSINESS MEETING
5:30 pm - EVENING ON YOUR OWN

Saturday, June 13th - BREAKFAST ON YOUR OWN - CHECK BAGGAGE OR CHECK OUT BY 3 P. M.

8:30 am - BUS LEAVES FOR NEW YORK WORLD'S FAIR - ("New Yorker's Breakfast" on the Bus)
10:00 am - Three-dimentional motion picture on history of communications, Bell System Exhibit
11:00 am - Tour and equipment demonstration, The Model School of Tomorrow and Special presentation at Communications Demonstration Center, Hall of Education
12:00 Noon - AFTERNOON ON YOUR OWN

ADJOURNMENT

12-2 - OTHER DAY
8-10:30 " "
10:30-1 - $400 DIV.

FRI. - 9-

OFFICERS

Dr. Halas Jackim, President - State Univ. College, Oswego

Albert P. Fredette, Vice President - Station Mgr., WAMC-FM

John Porter, Secretary - Executive Director, RAETA

J. Michael Collins, Treasurer - Asst. Station Mgr., WNED-TV

BOARD OF TRUSTEES

Dr. Franklyn S. Barry - Supt. of Schools, Syracuse

Dr. Kenneth G. Bartlett- Vice President, Syracuse Univ.

Dr. Gerald Cleveland - Asst. Supt. of Schools, Syracuse

Dr. Lee E. Campion - State Education Department

Very Rev. Msgr. Leo Hammerl - Supt. of Schools-Diocese of Buffalo

Richard A. Jones - Director-St. Lawrence ETV

Lou Kleinman - WNYE

Coy L. Ludwig - Executive Secretary, FM School

Dr. Joseph Manch - Supt. of Schools, Buffalo

Les Martin, Jr. - General Manager, WNED-TV

William Millard - RPI

Dr. Robert E. Murray - Supt. of Schools, Schenectady

Caleb Paine - WGY-WRGB-WGFM

Dr. Thomas Clark Pollock - New York University

Paul C. Reed - Rochester City Schools

Gene Rogg - Publisher, Capitol Newspapers

Donald Schein - Manager, WMGT-TV

Jack D. Summerfield - General Manager, WRVR-FM

Dr. Loran Twyford - State Education Department

James A. Fellows- NAEB

PROGRAM COMMITTEE

Jack D. Summerfield, Lou Kleinman, William Millard

RIVERSIDE RADIO WRVR 106.7 FM

490 RIVERSIDE DRIVE NEW YORK NEW YORK 10027 RIVERSIDE 9-5400

JACK D. SUMMERFIELD
GENERAL MANAGER

May 22, 1964

Dear NYSERTA member:

Bowing to popular demand the Spring Meeting of NYSERTA will be held in New York City on June 11-12-13. Your Program Committee has arranged what will undoubtedly be the most enlightening, action-packed, and economical meeting in NYSERTA's history.

Advance registration, includes Membership Fee, two luncheons, World's Fair Admission, and two nights (twin occupancy) at the Park Crescent Hotel (Riverside Drive at West 87th St.) Cost: $25.00 total. Wives are invited, especially since Saturday will be spent at the Fair; wives' registration fee is $23.00. (New York City residents not staying at the hotel may register for $16.00.) Advance registrations must be received no later than Monday, June 8th; registrations after that date will be $27.50.

Our keynote speaker was to have been Dr. Samuel Gould, who has just resigned as President of WNDT, Channel 13 to become President of the State University of New York. But you will notice a number of outstanding participants listed in the attached advance program. So please send your registration promptly and plan to arrive at the Park Crescent Thurday afternoon, June 11th. See you then.

Sincerely,

Jack D. Summerfield, Chairman
NYSERTA Program Committee

JDS/jb

Board of Education of the City of New York
Bureau of Radio and Television
29 Fort Greene Place
Brooklyn, 17, N.Y.

May 15, 1964.

M E M O R A N D U M

FROM: Lou Kleinman

TO: NYSERTA Members

RE: New York State Audio-Visual Council Meeting

The 1964 Annual Winter Meeting of the New York State Audio-Visual Council will be held in New York City from Sunday through Wednesday, November 22-25, 1964. Two of these days will be devoted to special presentations of interest to educators at all levels of instruction. The sessions will run from thirty to forty minutes.

As the NYSERTA representative on the Program Committee for this meeting, I am inviting you to submit for consideration a presentation of the activities of your radio and/or television stations which would be of interest to the entire state. Those that seem of greatest import and concern will be selected, and you will be given more information in July.

Steve Feit of the Valley Stream school system is a co-chairman of the Program Committee, and he is in charge of the preparation of the tentative program for the meeting. Please let him know at your earliest convenience if you will be able to participate. A form for your response is provided at the bottom of this letter. Thank you for your cooperation.

Cordially,

Lou Kleinman

.....

Mr. Stephen Feit
District 30 Schools
Valley Stream, N.Y.

I shall be happy to submit for consideration a presentation to the N.Y.S.A.V.C. for its meeting in November. My topic will be:

_____

NAME .....

TITLE .....

ORGANIZATION .....

ADDRESS .....

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION

Spring Meeting - June 11-13, 1964 - New York City

ADVANCE PROGRAM

Thursday, June 11th -

12 Noon		Board of Trustees and Officers LUNCHEON MEETING, Park Crescent Hotel
3:00	pm	REGISTRATION -
5:30	pm	DINNER ON YOUR OWN -
7:00- 3:30	pm	NYSERTA RECEPTION - Crescent Room, Park Crescent Hotel
8:30	pm	KEYNOTE SESSION - Speaker to be announced.

Friday, June 12th

9:00	am	COFFEE AND DONUTS - Crescent Room
9:30-11:30	am	FIRST GENERAL SESSION -

"Some Outstanding Accomplishments in Closed Circuit Television"

Chairman: William L. Millard, Office of Institutional Research, Rensselaer Polytechnic Institute, Troy

Speaker: Irving Settel, Director, Telecommunications Center, Pace College, New York City

(OTHERS TO BE ANNOUNCED)

12:30- 2:00 pm LUNCHEON - Crescent Room

"Educational Communications --- A Profession?"

Chairman: Lou Kleinman, Station WNYE, New York Board of Education, New York City.

Speaker: Harold E. Hill, Vice President, National Association of Educational Broadcasters, Washington, D.C. Topic: "THE 4TH R"

2:30 pm SECOND GENERAL SESSION -

"Communications and Education During the Next Ten Years"

Chairman: Jack D. Summerfield, General Manager WRVR, New York City

Speakers: Jerrold Sandler, Director, Educational Communications System, NAEB, Washington, D.C. Topic: "The Future of Educational Radio"

Dr. Lee E. Campion, (or representative), State Education Department. Topic: "The Future of ETV in New York State"

Dr. Bernard Friedman, Principal, LaGuardia High School, the Demonstration-Research School for City College, New York City. Topic: "As A Principal Sees It"

4:30 pm EVENING ON YOUR OWN -

Saturday, June 13th -

9:00 am LEAVE FOR NEW YORK WORLD'S FAIR -

10:00 am Three-dimensional motion picture on history of communications, Bell System Exhibit

11:00 am Tour and equipment demonstration, starting at the Model School of Tomorrow (planned by committee under direction of Dr. Lee Campion).

Special presentation at Communications Demonstration Center, Hall of Education

12 Noon AFTERNOON ON YOUR OWN -

ADJOURNMENT

MIKE COLLINS ZTCI
AL 433 - SQUIRE

FILE - NYSERTA

communications convocation

AMERICANA OF NEW YORK

SEVENTH AVENUE AND 52ND STREET, NYC

NOVEMBER 22-25, 1964

presented by

NEW YORK STATE AUDIO VISUAL COUNCIL

DIVISION OF EDUCATIONAL COMMUNICATIONS
NEW YORK STATE EDUCATION DEPARTMENT

NEW YORK STATE EDUCATIONAL RADIO
AND TELEVISION ASSOCIATION

in cooperation with the

Bureau of Audio Visual Instruction, NYC Public Schools

Long Island Audio Visual Council

Metropolitan Audio Visual Association

New York Chapter of National Society for Programed Instruction

Westchester Audio Visual Council

and related educational communications groups

Sunday
November 22

12 noon - 10:00 p.m. Albert Hall Foyer	Registration
1:00 p.m. - 2:00 p.m. Albert A	Meeting of New York State Educational Radio and Television Association
2:00 p.m. - 5:00 p.m. Albert A	NYSERTA Committee meetings
6:30 p.m. - 7:30 p.m. Georgian Ballroom A	Communications Convocation Round-up Chairman: Wendell Shields Hosts: Provided through the courtesy of our commercial friends whose names appear on Page 16
8:00 p.m. - 9:30 p.m. Georgian Ballroom B	GENERAL SESSION Chairman: Sherwin Swartout, President of New York State Audio Visual Council Introductions: Presidents of participating organizations Speaker: Harold B. Gores, President Educational Facilities Laboratories, Inc. "Improving Instruction through Better Educational Facilities"
9:30 p.m. - 11:00 p.m. Chelsea Suite	Executive meeting of New York State Audio Visual Council
9:30 p.m. - 11:00 p.m. Georgian Ballroom B	Forum on the Proposed NYSAVA Constitution Discussion leaders: Howard Abeles, Great Neck Public Schools Murray Phillips, Hofstra University

Monday
November 23

8:15 a.m. - 9:30 p.m. Albert Hall Foyer	Registration
8:50 a.m. - 10:10 a.m.	CONCURRENT SESSIONS
Albert A	Room Chairman - Everett Lare, Ossining
	The TV Teacher and the Producer-Director: Their Roles on the Team Jay Brill, Plainedge
	Video Tape Recorder: Aid to CCTV Dalton Levy, Plainedge
Albert B	Room Chairman - Charles Daly, New Rochelle
	The Communications Concept: Core of a Functional AV Program David Guerin, Garden City
	Audio Visual Implications Drawn From Research on the Disadvantaged Child Allen Landowne, BAVI, New York City
Albert C	Room Chairman - Jack Fruman, White Plains
	Developing Administrative Teacher and Community Interest and Support for Educational Technology Frank T. Mathewson, AV Consultant
	Programing Communications Media for Large Group Instruction John Romano, Plainview
Albert D	Room Chairman - John Kager, Iona College, New Rochelle
	Development of "Programed" AV Instruction for Television Kenneth Komoski, Columbia University
	Curriculum Planning for Educational Television Bernarr Cooper, State Education Department
10:10 a.m. - 10:25 a.m.	Break

Monday
November 23

10:25 a.m. - 11:45 a.m. CONCURRENT SESSIONS

Albert A

Room Chairman - Sister Catherine Thomas, College of Saint Rose, Albany

PART OF THIS

Teacher Training by Television
Morris Freedman, Pierre Lehmuller, BAVI, New York City

The Efficacy of Television in the Schools
C. Fred Kelley, Channel 13, WNDT, New York City

Albert B

Room Chairman - Richard Clark, Scarsdale

Where We've Been and Where We're Going in AV
Albert Bailey, Bailey Films

Panel on Classroom Communicator
David Crossman, State Education Department
Frank O'Brien, West Point Military Academy
Alan Ramm, Westfield Academy, Westfield

Albert C

Room Chairman - William Saulsberry, SUNY, Fredonia

Philosophy and the Media: Which Serves the Other?
Frederick Breitenfeld, NAEB, Washington

Reaching the Culturally Different Child Through Audio Visual Approaches
Kathryn Hearle, BAVI, New York City - Helen Hildebrandt, New York City Public Schools

Albert D

Room Chairman - Marion Neil, Mills College, New York City

2500 Megacycle Roundup
Raymond Graf, State Education Department

Higher Education and Inter-institutional Television
Bernarr Cooper, State Education Department

12:00 noon - 1:50 p.m.
Royal Ballroom Suite

LUNCHEON
Chairman: Michael Collins, President
New York State Educational Radio and Television Association

Speaker: John Bystrom, Assistant to Under-secretary of Health, Education and Welfare "Exploring New Sources of Financing for the Noncommercial Media"

2:00 p.m. - 3:20 p.m.	CONCURRENT SESSIONS
Albert A	Room Chairman - Sister Rose Augustine, Brentwood College, Brentwood
	Two-Way Radio in the Albany Medical College Project Albert Fredette, Albany Medical College
	Issues in Educational Communications: What's in a Name? Donald Ely, Syracuse University
Albert B	Room Chairman - Maryln Zahler, SUNY, Buffalo
	Evaluation of Public School Educational Communications Programs Richard Hubbard, State Education Department
	"AV to Educational Communications: 26 Year History of Centralized AV Department" Edward Moy, Ithaca
Albert C	Room Chairman - Arthur Cowdery, Rochester
	Television Council Activities Norbert Nathanson, State Education Department
	A Look at CCTV in Centereach Bernard Hanley, Centereach
Albert D	Room Chairman - Rose Hoffman, New Rochelle
	Initiating A Regional Film Library Via Data Computer Processing Robert Taylor, Yorktown Heights
	Establishment of Regional Film Libraries David Rees, State Education Department
3:30 p.m. - 5:00 p.m. Albert A	MEETING OF THE NEW YORK STATE AUDIO VISUAL COUNCIL, in association with members of the Metropolitan Audio Visual Association and Long Island Audio Visual Council
4:15 p.m. - 5:30 p.m.	First Tour of Lincoln Center
5:45 p.m. - 7:00 p.m.	Second Tour of Lincoln Center

Monday
November 23

8:00 p.m. - 9:20 p.m. CONCURRENT SESSIONS

Albert A

Room Chairman - Robert Holliday, SUNY, New Paltz

Portable Television in Teacher Training
Hal Marder, Edward Berkowitz, BAVI, New York City

Organizing Student TV Squads
Jay Brill, Plainedge

Albert B

Room Chairman - Paul Imbrock, SUNY, Oneonta

The Technology of Film Rejuvenation
Ivan Ellis, Comprehensive Film Treat

Mobil Rear Projection: Its Benefits for Classroom, Small Groups and Individual Instruction
David Schwartz, H. Wilson Co.

Albert C

Room Chairman - Dorothy Curie, Yonkers

The Classroom Communicator and Electronic Scorer
Robert Bell, Bell Educational Laboratories

Computers in the Secondary Schools
Morton Sugarman, Automated Teaching Center

Albert D

Room Chairman - Abraham Cohen, White Plains

Problems and Progress in Closed-Circuit Video-Tape
Raymond Graf, State Education Department

Administrators Take a Look at Educational Television
Bernarr Cooper, State Education Department

9:30 p.m. - 10:50 p.m. CONCURRENT SESSIONS

Albert A

Room Chairman - Bertha Odessky, BAVI, New York City

Folk Dances Represented on Postage Stamps; A New Approach to Visual Education
Susan Braun, Dance Films (Non profit - tax exempt organization)

Fully Integrated AV French Course for Junior High School - 25 minute color film
V.V. Kameneff, Tavor Aids

9:30 p.m. - 10:50 p.m. CONCURRENT SESSIONS (cont'd)

Albert B	Room Chairman - Joseph Millman, BAVI, New York City
	TelePro's Student Responder R. Frederick Handel, TelePro Industries
	New Materials in Printed AV Materials, Charts and Programed Instruction Filmstrips Walter Stickney, Eye Gate Productions
Albert C	Room Chairman - Samuel Malkin, BAVI, New York City
	Demonstration of AO Trans-Lifter Jack Britton, American Optical Co.
	Tele-Lecture as a Means of Extending and Sharing Teaching Resources Richard Deuel, New York Telephone Co.
Albert D	Room Chairman - Victor Spevack, BAVI, New York City
	Aid to School Television: Progress Report Raymond Graf, State Education Department
	Media and Materials Distribution Service: Video Tapes Norbert Nathanson, State Education Department
Chelsea Suite	Executive meeting of New York State Audio Visual Council

Tuesday
November 24

8:15 a.m. - 9:00 p.m. Albert Hall Foyer	Registration
8:50 a.m. - 10:10 a.m.	CONCURRENT SESSIONS
Albert A	Room Chairman - Abraham Cohen, White Plains
	Getting it Ready for the Printer: The Preparation of Finished Art and Copy Wileman, Columbia University
	School Public Information Publication with Emphasis on Visual Communication James Mason, Ithaca
Albert B	Room Chairman - Rose Hoffman, New Rochelle
	Multi-Media Approach to Reading Jacqueline Smith, New Rochelle
	A Rolling (mobile) Reading Classroom: The First Three Months of Use Robert Taylor, Yorktown Heights
Albert C	Room Chairman - Dorothy Curie, Yonkers
	Values of an In-Service AV Course for Teachers by the Local AV Director Ivanelle Brown, Rockville Centre
	Introducing Overhead Projection in an Elementary School Program Arthur Cowdery, Rochester
Albert D	Room Chairman - Paul Imbrock, SUNY, Oneonta
	Effective Communications Media in Secondary School English Ruth Nelson, Hewlett, Long Island
	Interage Instruction Nina Kimball, Bethpage
10:10 a.m. - 10:25 a.m.	Break

Tuesday
November 24

10:25 a.m. - 11:45 a.m. CONCURRENT SESSIONS

Albert A

Room Chairman - Robert Holliday, SUNY, New Paltz

The AV Aspects of the Reading Phase in the Foreign Language Program
Ruth Cornfield, University of Pennsylvania

Tape Development and the Language Laboratory: Research Studies with State Research Grant
Sarah Lorge, Andre Humbert, BAVI, New York City

Albert B

Room Chairman - Arthur Cowdery, Rochester

Automated Teaching Equipment in Learning
Alexander Schure, Sheldon Littwin, New York Institute of Technology

Project CUE: Cultural Enrichment Program
Robert Brown, Grace Lacy, State Education Department

Albert C

Room Chairman - Maryln Zahler, SUNY, Buffalo

Photography Innovations in the Elementary School
James Yoe, Montrose Schools, Montrose

Professional Theater and the Language Arts
Paula Silberstein, BAVI, New York City

Albert D

Room Chairman - Sister Rose Augustine, Brentwood College, Brentwood

The Audio Visual Teacher in the More Effective School: The Problems and the Approach
Arnold Winegarden, New York City

Lo! the Poor Chalkboard
Herman London, Hunter College

12:00 noon - 1:45 p.m.
Royal Ballroom
Suite

LUNCHEON
Chairman: Sherwin Swartout, President
New York State Audio Visual Council

Speaker: Mendel Sherman, President
Department of Audio Visual Instruction
National Education Association

"New Educational Methods and Services to Meet New Educational Challenges"

Tuesday
November 24

1:45 p.m. - 3:05 p.m. CONCURRENT SESSIONS

Albert A

Room Chairman - Bertha Odessky, BAVI, New York City

Developing Literacy in the Mass Media
Mayor Wagner's Film Study Seminar for Young Children
John M. Culkin, S.J., William K. Trivett, S.J.,
Fordham University

Albert B

Room Chairman - Marion Neil, Mills College, New York City

Panel - Tapes for Teaching
Moderator: Albert Solomon, State Education Department
Jerrold Sandler, National Educational Radio, NAEB, Washington
Coy Ludwig, NAEB Research Division, Washington
William King, New Jersey State Education Department

New Plans for School Building Design
David Crossman, State Education Department
Participants:
Alan Green, Rensselaer Polytechnic Institute
Morton Gassman, Rensselaer Polytechnic Institute
John Fitzgerald, State University of New York, Albany

Albert C

Room Chairman - William Saulsberry, SUNY, Fredonia

Cost of Educational Communications Programs
Paul Abramson, Editor, School Management
Robert Brown, State Education Department

Phillipsburg in Words and Pictures: A Visualized
Community-School Public Relations Project
Constance Moy, Phillipsburg, New Jersey

Albert D

Room Chairman - Richard Clark, Scarsdale

Outdoor Class Experiences
Adrienne Bedelle, New Rochelle

Listening-Learning Corner in Primary Grades
Barbara Mason, New Rochelle

Tuesday
November 24

3:10 p.m. - 4:30 p.m.	CONCURRENT SESSIONS
Albert A	Room Chairman - Sister Catherine Thomas, College of Saint Rose, Albany
	Film for Raising the Self-image of the Disadvantaged Child Clifford Ettinger, Herman Jacobs, BAVI, New York City
	Priorities and Targets in Film Service Henry Queen, BAVI, New York City
Albert B	Room Chairman - John Kager, Iona College, New Rochelle
	Developing and Using "Media" Kits Richard Hubbard, State Education Department
	Developing Services for Overhead Projection Eugene Erdos, BAVI, New York City
Albert C	Room Chairman - Jack Fruman, White Plains
	The AV Program in a Small School System in Cooperation with BOCES Jane Smith, Westfield
	Customize Your Classroom Films John Davis, Geneseo
Albert D	Room Chairman - Joseph Millman, BAVI, New York City
	Curriculum Materials Center: The Philosophy Murray Phillips, Hofstra University
	Preparing Overhead Transparencies for Classroom Use George Wiesner, State Education Department
4:30 p.m. - 5:30 p.m.	GROUP MEETINGS
Albert A	College and University Audio Visual Association
Albert B	BOCES Educational Communications Association (tentative)
Albert C	New York State Audio Visual Dealers Association (tentative)
Chelsea Suite	New York State Audio Visual Council Executive Board
Albert D	Local DAVI Membership Committees Meeting - Mickey Bloodworth, DAVI, Washington, D.C.
	Other groups are invited to meet during this period
5:30 p.m. - 7:30 p.m.	DINNER RECESS

Tuesday
November 24

7:30 p.m. - 8:50 p.m.

Albert A

Panel Discussion I - "Use of Mass Media in Programed Instruction"

Chairman: William F. Ryan, State Education Department
Discussants: Lincoln F. Hansen, Institute for Educational Technology
Donald Cook, Basis Systems, Incorporated
Phil Lange, Teachers College, Columbia University
Jack Deveau, Visual Programing, Inc.

Panel Discussion II - "Schools and Programed Learning"

Moderator: Henry M. Brickell, Educational Testing Service, Manhasset, Long Island
Special Topic - "Administrative Imposition of Programed Learning Materials on Non-Sympathetic Teachers"
Discussants: Richard Jarvis, Nanuet, New York
"Commercial Guidance with Programed Materials"
George Fernandez, New Paltz, New York
"Teacher Training for Programing Materials"
Marjorie Lehman, Rochester, New York
"New York State Supported Research in Programed Learning"

Albert B

Room Chairman - Samuel Malkin, BAVI, New York City

A Technique for Developing Local Audio Visual Presentations
Roger Hall, Boy Scouts of America

Staff Utilization, Technology and the Harkness Center
Ira Singer, Erie County

Albert C

Room Chairman - Victor Spevack, BAVI, New York City

Modern Language AV Research Project
David Crossman, State Education Department

State Plans for Evaluating Instructional Films
Albert Solomon, State Education Department

Albert D

Room Chairman - Charles Daly, College of New Rochelle

The Anatomy of a Graphics Center for Local Production
George Wiesner, State Education Department

Planning a Regional Communications Center
Jack Tanzman, Plainview

Tuesday
November 24

9:00 p.m. - 10:20 p.m. CONCURRENT SESSIONS

Albert A	Room Chairman - Everett Lare, Ossining
	Improvement of Overhead Projector Utilization in the Classroom Bennett Schultz, Aaron Bisberg, Technifax Corp.
Albert B	Room Chairman - Helen Klug, BAVI, New York City
	Integrated AV Systems Bob Love, Edex Teaching Systems
	Student Intercommunication System James Mcguire, Advanced Educational Systems, Inc.
Albert C	Room Chairman - David Crossman, State Education Department
	Initiating a Regional Film Library Via Data Processing Daniel Vittello, North Westchester BOCES #1
	Use of Projectors and Microscopes for Improvement of Instruction Harold Levitt, Hudson Photographic Industries, Irvington-on-Hudson
Albert D	Room Chairman - David Rees, State Education Department
	"The Freeport Story" John Martin, Mt. Vernon Public Schools

Wednesday
November 25

8:30 a.m. - 12:00 noon — Registration
Albert Hall Foyer

9:00 a.m. - 10:20 a.m. — CONCURRENT SESSIONS

Albert A — Room Chairman - Everett Lare, Ossining

Educational Communications for Potential Teachers in New York State
Sherwin Swartout, Brockport State University College

Activities and Functions of Audio Visual Personnel as Related to Teacher Education
Desmond Wedberg, Team Project, American Association of Colleges for Teacher Education, Washington, D.C.

Albert B — Room Chairman - Richard Clark, Scarsdale

New Federal Legislation
Don White, National Audio Visual Association

Certification of Educational Communications Personnel
Loran Twyford, State Education Department

10:40 a.m. - 12 noon — CONCURRENT SESSIONS

Albert A — Room Chairman - William Saulsberry, SUNY, Fredonia

New Systems for Education Suggested by Operations Research
Eugene Oxhandler, Syracuse University

Building Coordinator Yesterday: Audio Visual Teacher Today
Edward Bernard, BAVI, New York City

Albert B — Room Chairman - Arthur Cowdery, Rochester

Survey of the Status of Educational Communications in the State
Loran Twyford, State Education Department

New Educational Communications Equipment on State Contract
David Rees, State Education Department

Communications Convocation Committees

Program Committee
- Co-chairmen: Loran Twyford, State Education Department
  Steven Feit, Valley Stream
- Member: Catherine Bailey, Troy

Registration Committee
- Chairman: Robert Taylor, Yorktown Heights

Equipment and Graphics Committee
- Chairman: Edward Golub, BAVI, New York City
- Member: Vic Singer, BAVI, New York City

Local Planning Committee
- Co-chairmen: Edward Bernard, BAVI, New York City
  Morris Freedman, BAVI, New York City

Meeting Rooms Committee
- Chairman: Sanford Levine, Bronxville

Hospitality
- Co-chairmen: Marion Neal, Mills College
  Rose Hoffman, New Rochelle
- Member: Paul Silberstein, BAVI, New York City

Industry Participation Committee
- Co-chairman: Steven Feit, Valley Stream
- Members: Peter Greenleaf, BAVI, New York City
  Wendell Shields, Coronet

Non-school AV Organizations Committee
- Chairman: Norman Siegel, N.Y. City Dept. of Health

Publicity Committee
- Chairman: Lou Kleinman, WNYE, Board of Education, New York City

Luncheons Committee
- Co-chairmen: Stephen Feit, Valley Stream
  Toni Gregg, Broome Technical Community College

The Communications Convocation Roundup was made possible with the collaboration of the following audio visual suppliers of equipment and materials:

Association Films, Inc.	New York, New York
Audio-Visual Supply Corp., Strawberry Hill	Stamford, Connecticut
Bailey Films, Inc.	Hollywood, California
Charles Besler Company Projection Optics Company	East Orange, New Jersey
Stanley Bowmar Co., Inc.	Valhalla, New York
Carousel Films, Inc.	New York, New York
Coronet Films	Chicago, Illinois
Churchill Films, Inc.	Los Angeles, California
Encyclopaedia Britannica Films	Wilmette, Illinois
Eye Gate Productions	Jamaica, New York
Film Associates of California	Los Angeles, California
Hudson Photographic Industry	Irvington-On-Hudson, New York
Modern Talking Picture Service, Inc.	New York, New York
Neumade Products Corp.	New York, New York
Radio Corporation of America Audio-Visual Products	Camden, New Jersey
RCA Service Company Educational Television Department	Camden, New Jersey
Robert Disraeli Films	New York, New York
Society for Visual Education	Chicago, Illinois
Sterling Movies, U.S.A.	New York, New York
Teaching Film Custodians	New York, New York
United Transparencies, Inc.	Binghamton, New York
United World Films	New York, New York
Walt Disney 16mm Films	Teaneck, New Jersey
Weston Woods	Weston, Connecticut
H. Wilson Corporation	Chicago, Illinois

Mike Tilo

NYSERTA

July 1, 1965

This special note is to inform you of a meeting in which we all have an interest. Of initial concern to us all is money; where and how to get more of it! NYSERTA is cooperating with New York State Audio Visual Council in its effort on behalf of the Audio-Visual Councils upcoming meeting in July. The State Education Department is participating heavily in the program of the meeting. The principal topics: the new Elementary and Secondary Education Act and funding by grants through the Act.

Logistical Data: Date - July 15 and 16, 1965
Place - Queensbury Hotel, Glens Falls, New York
Rates - $9.50 per single; $14.00 per double.
Contact Hotel directly for reservations

Agenda:

THURSDAY

Audio-Visual Council's Business Meeting regarding new Constitution.
6:30 pm Address by Lee Campion - "Challenge of New Federal Legislation"
10:00 pm Informal visit to Lake George Village and Dude Ranches of the area.

FRIDAY

9:15 am Title I
Grants to Local Public School Districts to Broaden and Strengthen Elementary and Secondary School Programs.
Speaker - Herbert Johnson of the New York State Education Department, who is administering this section of the Act.

10:00 am Title II
School Library Resources, Textbooks, and other Instructional Materials.
Speaker - Frank Stephens of the New York State Education Department, who is administering this section of the Act.

11:00 am Title III
Grants for Local Public Agencies.
Speaker - Mrs. Esther Swanker of the New York State Education Department - Librarian - who is administering this section of the Act.

(Specifically pertains to Radio and TV although Radio and TV can certainly come under Title I and II. Title I is where there is a large sum of money available--$92 million for New York State. The entire amount (I, II and III) will provide about $150 million for New York State in 1965-66)

1:30 pm Review of tentative certification requirements for Educational Communications Personnel.
Panel on Formulation of an Action Program.
(Entire afternoon might not be of interest to some of our members.)

4:00 pm Adjournment.

Please return the attached form as soon as possible.

Mr. Robert Taylor
BOCES
345 Fox Meadow Road
Yorktown Heights, New York

_____ I plan to attend the Summer NYSAVC Meeting at the Queensbury Hotel, Glens Falls, July 15-16, 1965.

_____ Please make a reservation for dinner on the 15th.

_____ Please make a reservation for luncheon on the 16th.

Name _____

Institution _____

Address _____

_____

NYSERTA

NYSERTA

12-1-64

BYLAWS

of the

NEW YORK STATE EDUCATIONAL RADIO AND TELEVISION ASSOCIATION, INCORPORATED

PREAMBLE

We believe that radio and television are important factors and influences in our lives. As individuals and as representatives of educational and cultural institutions and organizations engaged in education by radio and television, we associate so that the benefits of non-commercial educational radio and television may be extended throughout New York State.

ARTICLE I

The name of this corporation shall be New York State Educational Radio and Television Association, Inc. (herein after referred to as the Association.)

ARTICLE II

PURPOSE

To help extend the benefits of educational radio and television throughout New York State.

To help maintain high professional standards of educational radio and television.

To foster the development, utilization, and acceptance of educational radio and television in New York State.

To encourage the operation of non-commercial radio and television stations and networks, and the presentation of non-commercial educational programs on commercial stations.

ARTICLE III

MEMBERSHIP

The membership of the New York State Educational Radio and Television Association shall be classified as follows:

SECTION A: Active Membership: Any university, college, school system or other organization engaging in non-commercial educational broadcasting or closed circuit educational radio or television operations may be an ACTIVE member and shall be entitled to two (2) votes each on all matters of business brought before the membership.

SECTION B: Associate Membership: Any university, college, school system, or other non-commercial organization seeking to promote non-commercial educational radio or television may be an ASSOCIATE member and shall be entitled to one vote on all matters of business brought before the membership.

SECTION C: Individual Membership:Any individual engaged in educational radio or television, in teaching radio or television courses, or any individual seeking to promote educational radio or television may be an INDIVIDUAL member and shall be entitled to one vote for a Trustee-at-Large and on all other matters of business excluding votes for additional Trustees.

ARTICLE IV

MEETINGS

SECTION A: Regular Meetings: There shall be two meetings of the Association each year at a time and place to be determined by the Steering Committee. One of these meetings shall be scheduled for Spring. Notification of such meeting shall be given to all members not less than thirty days prior to the date of the meeting.

SECTION B: Special Meetings: Special meetings of the Association may be held at the discretion of the Steering Committee upon fifteen (15) days written notice to members.

SECTION C: Quorum: The membership present shall constitute a quorum.

ARTICLE V

TRUSTEES

The governing body of the Association shall be a board of trustees, composed of not more than twenty-five (25) nor less than five (5) persons, the specific number to be determined by a three-fourths vote of the trustees.

SECTION A: Method of Election: Each member of the Association shall be entitled to vote for Trustees, except in the case of Individual Members who may vote only for the position of Trustee-at-Large. The first board will be assigned terms by random choice. In subsequent elections, the candidate receiving the highest number of votes shall be elected to serve a 3-year term. One-third of the Board shall have their terms expire each year. Vacancies on the Board may be filled by the Board to extend to the next meeting of the Association at which time the membership present will elect Trustees to fill any unexpired term. The Trustee-at-Large, always a 3-year term, will be voted upon only by the Individual Membership.

SECTION B: Nominations: Prior to the Spring meeting of the Association, the President of the Association shall appoint a nominating committee to present to such meeting nominations for the Trustees to be elected at the Spring meeting.

SECTION C: Duties: The Board of Trustees shall manage the funds, affairs, and property of the Association. They shall have full power and it shall be their duty to carry out the purposes of the Association as set forth in the Charter.

SECTION D: Quorum: A quorum shall consist of a majority of the members of the Board

SECTION E: Resignation: If any Trustee shall fail to attend three consecutive meetings without excuse accepted as satisfactory by the Board, he shall be deemed to have resigned.

SECTION F: Committees: All Board committees shall be established to run for the year following the Spring meeting of the Association. The President shall appoint these committees.

SECTION G: Officers: The Board of Trustees shall elect from the members of such Board, such officers of the Board as they may deem necessary.

SECTION H: The Board of Trustees shall meet from time to time on call of the President or any three members of the Board.

SECTION I: The Board shall adopt its own rules and procedures for conducting business.

ARTICLE VI

BUDGET

The annual budget of the New York State Educational Radio and Television Association shall be approved by the Board of Trustees, the costs to be prorated among the members.

ARTICLE VII

STEERING COMMITTEE

The Board of Trustees shall appoint a Steering Committee of not fewer than three (3) nor more than fifteen (15) from among the membership to execute the purposes and related functions of the New York State Educational Radio and Television Association within the limits and policies established by the Board of Trustees. The Officers of the Association shall be the Officers of the Steering Committee.

ARTICLE VIII

OFFICERS OF THE ASSOCIATION

SECTION A: Number and Method of Election: The membership shall elect from the members of the Association a president, vice-president, secretary, and treasurer. These officers shall serve as the officers of the Board of Trustees and of the Steering Committee. The election shall be held at the Spring meeting of the Association. Officers are to hold office until new officers are elected.

SECTION B: Duties of the Officers of the Association:

1. The President shall preside at all meetings of the Association and of the Board and Steering Committee. Upon approval of the Steering Committee he shall appoint such committees of the Association as he shall deem appropriate or necessary. The president of the Association shall be a member of the Steering Committee and of the Board of Trustees.

2. The Vice-President shall, in the absence of the president, perform the duties and exercise the power of the president and shall perform such other duties as the Board may prescribe. The vice-president of the Association shall be a member of the Steering Committee and of the Board of Trustees.

3. The Secretary shall attend all meetings of the Board, the Steering Committee, and the members of the Association and shall record all votes taken in any such meeting and the minutes of all proceedings. He shall give notice of all meetings of members of the Association, the Board, and the Steering Committee. He shall perform such other duties as may be prescribed by the Board. He shall keep in safe custody the seal of the organization and shall affix it to any instrument when authorized by the Board. The secretary of the Association shall be a member of the Steering Committee and of the Board of Trustees.

4. The Treasurer shall have the custody of the corporate funds and securities and shall keep full and accurate accounts of receipts and disbursements in books belonging to the Association. The treasurer shall deposit all monies and other valuable effects in the name and to the credit of the Association in such depositories as may be designated by the Board. At the expiration of his term of office, he shall deliver to his successor all books, monies, and other property of the Association. The treasurer of the Association shall be a member of the Steering Committee and of the Board of Trustees.

5. In the absence of the President and Vice-President, the Secretary shall preside.

ARTICLE IX

SEAL

The Board of Trustees of this Association may adopt a seal for the Association. If so, the seal shall contain the name of the Association, the year of its organization and the words, "Corporate Seal, New York." The seal on any corporate obligation for the payment of money may be a facsimile, engraved or printed.

ARTICLE X

AMENDMENTS

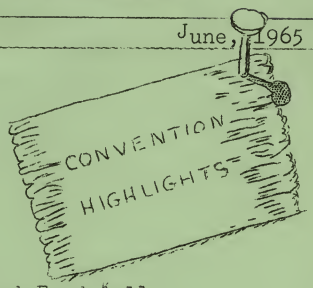
The by-laws may be amended by a two-third vote of all Trustees in person or by proxy.

Mike - Le-NYSERTA

New York State Educational Radio & Television Association

NEWSLETTER

First Issue (a collector's item??) June, 1965



If you missed the Spring NYSERTA meeting at the Syracuse Country House on May 3rd & 4th, then you missed a humdinger. Some of the personalities and events adding zest to the proceedings - - -

New York's Channel 13 infiltrated the Conference by sending up to Syracuse its ace spies, Jack Kiermaier, Bill Lamb and Fred Kelley.

By an overwhelming and thunderous "aye" vote, the membership swept into office the officers for 1965-66

President	Michael Collins
V.P.	Lou Kleinman
Treas.	John Porter
Sec.	Lawrence Reiner

Tom Petry was the program chairman -- a jim dandy, peachy job!

Chuck Marquis, NAEB executive, was the after dinner speaker... a very listenable fellow!

The pre-dinner Cocktail Party was hosted by John Wall for G.E.- they make good TV sets and good drinks!

Jerry Sandler flew up from Washington with John Witherspoon, fellow NER man...no plane! just greased their armpits!

Those who flew in by Mohawk discovered how it's done so cheaply---no airports! They drop you where you want to land and two stewardesses on the ground catch you in a blanket!

The distaff side was more in evidence than is customary at our meetings. Al Fredette, Albany radio man, and Don Schein, Schenectady TV tycoon, both agreed this might be the beginning of a healthy trend.

Editor:
Lou Kleinman
WNYE-FM
29 Fort Greene Place
Brooklyn, N.Y. 11217

NYSERTA

CONVENTION QUOTES

John Witherspoon - NAEB, Washington

"an interconnected network for education today is within our grasp. The need is well established, its creation is within our technical, creative and administrative skills."

Michael Collins, WNED-TV, Buffalo

"The Eastern Educational Network has grown from 5 to 14 stations within five years. In the future, live interconnections are planned with a N.Y.S. network and later including CBC.

Chalmers Marquis, NAEB, Washington

"The Federal government will finance about $14 million of the $35 million spent on ETV in 1965-55...but be careful not to become geared to "grant" production, or you will lose sight of station objectives.

E. R. Vadeboncoeur, WSYR-TV, Syracuse

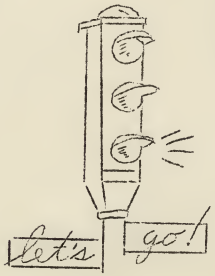
"CATV (Community antenna television) helps ETV since each cable operator has to carry the local ETV station, thus increasing the audience for ETV.

Donald Schein, WMHT-TV, Schenectady

"...with the new copyright proposals, there is a move afoot to limit the materials that ETV can use.

FALL MEETING IN ALBANY

It was hoped that we could hold our autumn conference at the St. Lawrence University site on Upper Saranac Lake. There seems to be one slight hitch.....no heat at the Inn. And, man! It gets awful cold up yonder in the fall. Ergo.....the NYSERTA meeting will be held in Albany during the second week in October. Save the date!



COMMITTEE ON GOALS REPORTS TO MEMBERSHIP

John S. Porter, Chairman of NYSERTA's Committee on Goals, reeled off the preliminary recommendations of the committee to the membership at the Syracuse meeting on May 3rd. The most significant of these suggestions were:

a. That NYSERTA take an active role in proposing legislative action.

b. That a systematized exchange of information be instituted, including: program evaluation, finances, budget procedures, labor and personnel practices, federal and state legislation, research, and technical information.

c. That we establish liaison with other related organizations and agencies.

"PACEM IN TERRIS" RADIO SERIES AVAILABLE

About 75 affiliates of the NER (National Educ. Radio) network have arranged to broadcast the 26 program series, Pacem in Terris, based on the International Convocation held last February in N.Y.C. Of this number, three are NYS affiliates: WBFO-FM in Buffalo, WSLU-FM in Canton, and WAER-FM in Syracuse.

> The four day Convocation, based on the late Pope John XXIII's encyclical, Pacem in Terris, attracted political, intellectual and spiritual leaders from all over the globe to New York City last February. The gathering was characterized by President Lyndon B. Johnson as an important event in International Cooperation Year, which he proclaimed last fall.

Norman Cousins, Editor of Saturday Review, is commentator for the series which is studded with names like Paul Hoffman, Paul-Henri Spaak, Steve Allen, Elmo Roper, Madame V. L. Pandit, Adlai Stevenson, Linus Pauling, etc. etc.

You can make arrangements for carrying this series either through the NER or the Center for the Study of Democratic Institutions. The addresses are:

Nat. Ed. Radio
1346 Connecticut Ave., N.W.
Washington 6, D. C.

Center for the Study of Democ.Inst.
Box 4068
Santa Barbara, California

WRVR RECEIVES SOLE 1964 PEABODY AWARD

WRVR, the FM Station of the Riverside Church of New York City, was awarded recently the broadcasting industry's most coveted award, the George Foster Peabody Award. It is the first time that an entire radio station has received this recognition and also the first time that only one radio award has been made.

Jack Summerfield, WRVR's general manager, in accepting the award on behalf of the staff, said in part, "....Most of all, we wish to thank those individuals, organizations, corporations and foundations, who have contributed the means without which many of WRVR's best programs would never have been possible. To them we say, "Amen!...and FM!"

Congratulations to Jack Summerfield, a right good NYSERTA member and to all those wonderful people at WRVR.

GRIST FOR OUR MILL

You can help us in the preparation of the NEWSLETTER by feeding us material on any or all of the following:

1. Job Openings or "Situation Wanted". Include all details.
2. News about changes in personnel.
3. News about structural and program changes in your station.
4. Any article, informational, biographical, or otherwise, which might interest the membership.
5. Personal notices: births, marriage, faculty appointment, honorary degrees, special grants, unusual projects, exciting trips,etc.
6. And anything else worthy of notice! Send all and sundry to the Editor, Lou Kleinman.

NEW YORK'S CHANNEL 25

In October, the Board of Education of New York City will begin operation of Channel 25, WNYE-TV, its new ETV station in downtown Brooklyn. Installation of broadcasting equipment at the specially designed production center will be completed during the summer months, but the exact date for the start of broadcasting is uncertain.

It was hoped that transmission could begin during the fall school term, but nobody at WNYE, including top man James F. Macandrew, is taking any bets on any date before February, 1966. By that time also, school television sets will have been converted to receive UHF channels.

It is expected that program production will start next october. Fifteen new series are slated to be pre-taped and

stockpiled for transmission during the spring of 1966. Channel 25 will also draw on its library of programs which were produced during the past three years at Channel 13, WNDT.

The new programs will be aimed at the elementary, junior and senior high school pupils. In addition, Channel 25 will offer three half-hour courses weekly, after school hours, for which teachers may receive professional credit. These courses cover new developments in content and instructional methods in major subject areas.

The new channel will be the television counterpart of WNYE-FM which has been one of the nation's outstanding educational radio stations for over a quarter of a century. To match its call letters, WNYE-FM has had the slogan, "We need your ears." This slogan will also serve the new television channel with only a slight change, "We need your eyes."